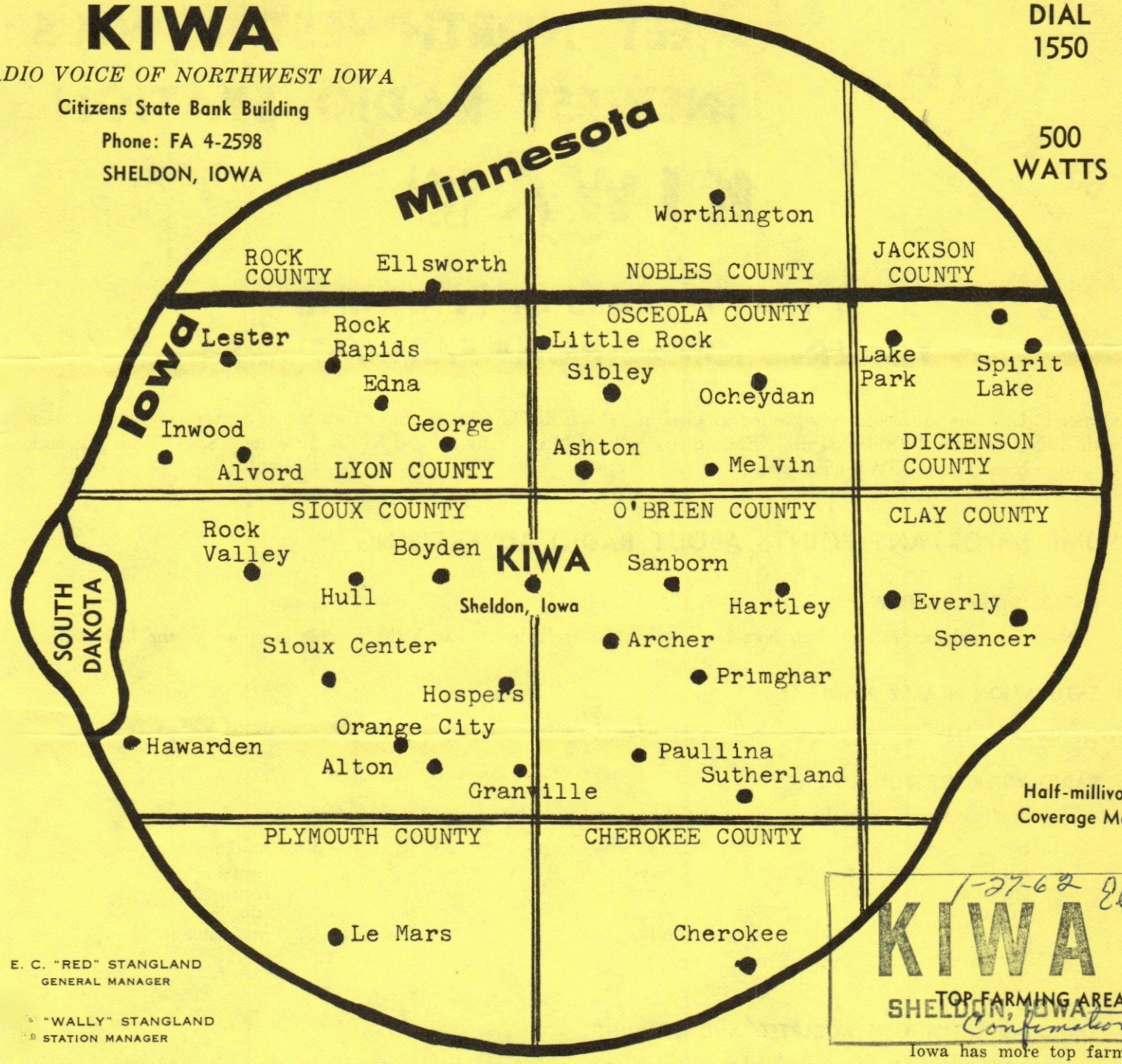
KIWA

RADIO VOICE OF NORTHWEST IOWA

Citizens State Bank Building
Phone: FA 4-2598
SHELDON, IOWA

DIAL 1550

500 WATTS



Half-millivolt Coverage Map

E. C. "RED" STANGLAND
GENERAL MANAGER

"WALLY" STANGLAND
STATION MANAGER

1-27-62 E6D

KIWA
TOP FARMING AREA
SHELDON, IOWA
Confirmation

KIWA MARKET DATA

Primary Area: 5,000 square miles
Population: 116,000

Retail Sales: $160,179,000
Consumer Income: $174,153,000
Gross Farm Income: $240,789,000

Farm Advertising a KIWA Speciality

KIWA is owned and managed by specialists in farm advertising. The General Manager has been a Farm broadcaster on radio and television over a 20 year period. Our staff is completely schooled in writing and handling farm copy, and KIWA programs and music are designed with the rural listener in mind. This is a station completely equipped to convey YOUR message to America's most prosperous farming area.

TRADE AREA COVERAGE

The KIWA coverage map shown is by no means the total extent of the KIWA radio signal but represents the area covered by a given signal strength for engineering purposes.

However it does quite closely conform to the area which KIWA intends to concentrate upon as far as radio service is concerned and could well be called the KIWA Trade Area.

Iowa has more top farming counties than any other state in the U.S.A. Of the top ten in Iowa, FOUR lie within the KIWA listening area.

Top Ten Iowa Counties for Gross Farm Income

1. Pottawattamie
2. **SIOUX**
3. Kossuth
4. Clinton
5. **PLYMOUTH**
6. Black Hawk
7. Benton
8. **CHEROKEE**
9. Cedar
10. **O'BRIEN**